



LAUGH WITH VODAFONE IN BORDIGHERA, THE CITY OF HUMOUR

JOKES VIA SMS AT 340 4399010.

June 23, 2005, Bordighera – “Humour 160”, an initiative devised by the Municipality of Bordighera and Genoa’s Garage Theatre, in collaboration with Vodafone Italia, has been launched. The new service enables mobile users to send a joke or witty comment via SMS to 340 4399010, at the cost of a normal message and throughout the period of the Bordighera’s City of Humour Festival.

The initiative, created together with Vodafone, is open to all, regardless of the operator they use. The messages will be published at www.bordighera.it.

The authors of the 3 funniest messages will be presented with a Vodafone Live! UMTS handset by the Municipality.